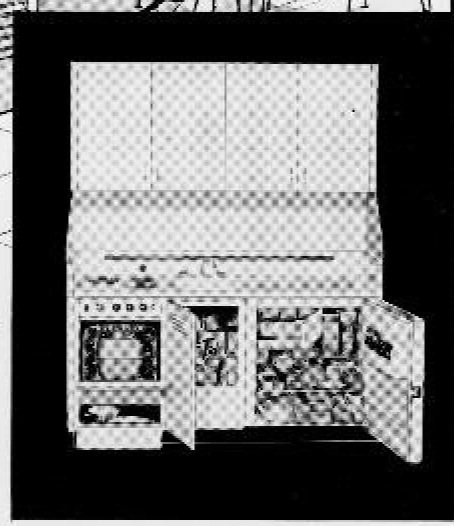
FEBRUARY 1960

The Florida Architect

FICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.





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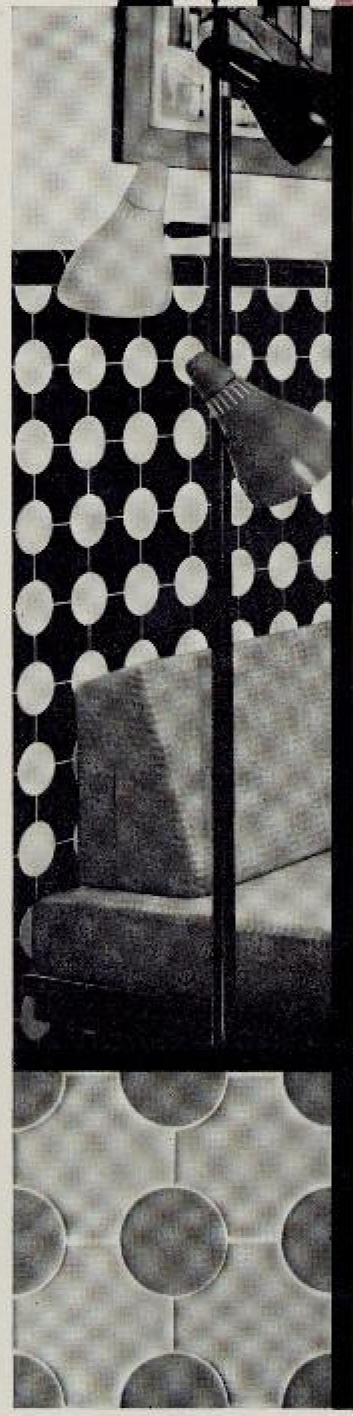
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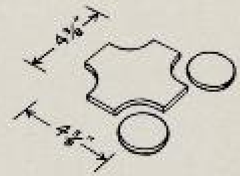
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The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

COVER

The second in our 1960 series of cover designs was selected from submissions by first year architectural students at the U/F in an eight-hour sketch problem. It was developed by Robert M. Pierce and is especially interesting in that it utilizes typography and a series of standard typographical patterns as the sole design elements. No freehand art work is involved, the effect of the design being obtained from the combination of standard patterns, rules and type.

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ROGER W. SHERMAN, AIA
Editor-Publisher

VOLUME 10
NUMBER 2 **1960**

Letters

Check and Doublecheck . . .

EDITOR, FA:

I don't know whether the sub-title on the cover of the January issue which ends "... American *Institution* of Architects" was a deliberate effort to learn how many of us really look at *The Florida Architect*. In any case, you have learned by this note that I for one do — with pleasure, I might add!

SAMUEL M. KURTZ,
Kiff, Colean, Voss & Souder, Architects, The Office of York & Sawyer, New York

The phrase was certainly an error, though a careless, rather than a deliberate one. And though not primarily a test of scrutiny, it was noticed by others. For such sharp-eyed interest, much thanks — with special appreciation to those who offered further tangible compliments via such letters as this.—Editor.

Service Opportunity . . .

EDITOR, FA:

MR. HORACE B. ANDREWS states a problem (*in the January issue, "Letters"*) which many members of our profession choose to ignore in favor of a more passionate interest in the acquisition of money. It is fortunate for Mr. Andrews that he did not persuade one of the architects with whom he talked to offer his services. It is extremely doubtful that he would have received any more concern for his needs than he did interest in his problem.

I fail to understand how any man can consider himself an architect unless he is willing to give his best efforts to assist any client in the solution of an architectural problem — regardless of scope.

In this time when so many clients approach an architect for professional services out of necessity due to existing law — rather than from choice due to a desire for something better than he can attain elsewhere — we as architects should not only encourage him, but hold him close to our hearts instead of rewarding him with indifference. Neither do I feel we are justified in dismissing Mr. Andrews' plea with the statement "... *there is, at present, no overall answer.*" If not, is any thought being given to an answer? This helps to corroborate some current thought that the profession is not adequately serving the needs of the public.

Certainly it is possible for an architect to adequately serve Mr. Andrews' needs and meet his budget without a supplement from the architect. It seems that this would provide an excellent opportunity to put into

(Continued on Page 6)



Cape Florida, now under development on Key Biscayne as South Florida's newest luxury-home community, has established a seven-man "Architects' Board." To start construction activities, each member was invited to design a house. The initial seven houses will range in price from $28,000 to $53,000; and the Board members drew lots to see which architect would do what house. Caught in the act are, left to right, Arthur A. Dresser, president of the Lefcourt Realty Copr., and Board members James Deen, Clinton Gamble, Edwin T. Reeder, Robert Fitch Smith, Robert M. Little and Robert B. Browne. The firm of Weed, Johnson Associates, also a Board member, was not represented at the drawing.

New – Versatile – Economical…



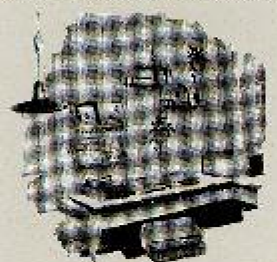
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Letters

(Continued from Page 4)

practice the architect-in-training program since architects-in-training do not generally draw salaries of such magnitude as to strain the budget and most certainly are capable of drawing and supervising a small house.

When the job site is distant from the initiating office, an association of architects to eliminate expensive travel is feasible. We should be ashamed to refuse to serve this man or reply that there is no answer. If he cannot find an architect to serve him, then the Association should supply him with names of several who will.

I appreciate the complimentary subscription to *The Florida Architect*, enjoy it and look forward to each new issue. It has always contained thought-provoking material and I trust it shall continue to do so. Congratulations.

Harold E. Seckinger,
Architect
South Miami, Florida

—

How many Florida architects agree with Mr. Seckinger? Is the opportunity for service to the small-house-buying public clear to a sufficient number of architects to develop a practical program through which such service could be offered? Is it possible for the FAA to establish some such program — perhaps through the architect-in-training medium Mr. Seckinger suggests? Could younger architects be banded together into a cooperative group of "small house specialists" to meet the needs of the other-than-average home buyer?

Could some method of referral be set up by the FAA? And could techniques of drawing, construction and supervision be established to make small house design economically feasible—and thus professionally attractive — to established practitioners as well as their younger employees? Answers to such questions could establish a basis upon which the service Mr. Seckinger calls for might be developed.—Editor.

Appreciation . . .

Editor, FA:

We were recently forwarded a copy of your January, 1960, issue in which you gave such a fine coverage on our Municipal Building under the title, "FAA Merit Award — 1959 Convention."

We would very much appreciate being able to obtain two more additional copies of this issue of your magazine. We will be most happy to send you our check prior to mailing of these issues if you prefer.

We sincerely appreciate this coverage as far as our municipality is concerned — and wish to state that the citizens and governing board of the city of St. Petersburg Beach concur in the selection of this building for an award. We believe it to be an outstanding architectural feat as well as a very practical and comfortable building for our use.

E. C. Brandon, Jr.
City Manager,
City of St. Petersburg Beach

—

To Architect William B. Harvard and his associates, added congratulations! And to City Manager Brandon, thanks and two complimentary copies of the January issue.—Editor.

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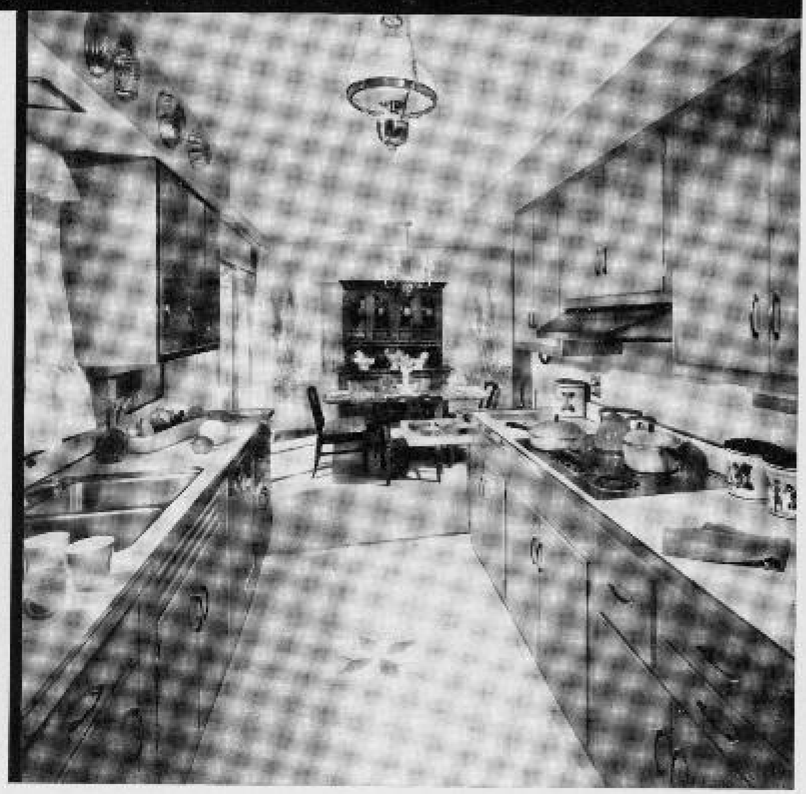
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How Air-Conditioning Affects Design...

By ALFRED L. JAROS, JR.

Jaros, Baum and Bolles,

Consulting Engineers

The effect of mechanical systems on contemporary architectural design is today no longer confined to the provision of a relatively few pipe chases, duct areas and boiler rooms. With mechanical equipment accounting for almost half of the construction cost dollar — and with mechanical control of interior living conditions becoming increasingly important as a prime building requirement —equipment engineering is having a profound effect on architectural design. In no field is this more apparent — or more significant — than in that of air conditioning. . . . The author of this article is a prominent New York engineer who has worked collaboratively with architects with conspicuous success. He presented a full and thoughtful survey of architect-engineer collaboration before a seminar audience of the South Atlantic Regional Conference last year. Material published here has been abstracted from his more lengthly discussion at that meeting.

Since mechanical and electrical equipment has become a major factor in making large modern buildings livable, rentable — and, indeed economically feasible — it seems inevitable that it should have developed from what fifty years ago was considered almost as a necessary evil into one of the major determinants of architectural and constructional design.

We have indeed come a long way (as in most everything else) from Cro-Magnon Man — who used wood fire for warmth and light, the natural slope of the cave floor for drainage, and perhaps gourds or bladders to store water. On our journey, we have passed through many stages, where defensibility, religious symbolism, beauty — or sometimes ostentation — were almost the sole motives of the architect and comfort was hardly considered. Today, on the other hand, the most beautiful building would not rent if it did not provide adequate illumination, ample and well-controlled heating and cooling, comfortable humidity and air-motion, convenient elevators and plumbing facilities, quick and easy communications—and an ever-growing variety and complexity of other services.

Depending upon the type of building, the mechanical and electric service equipment will aggregate anywhere from 25 to 40 percent (or more) of typical present-day construction cost. In industrial plants it may often be the larger half of the entire building investment. Consequently, in the planning of a really successful large building, the mechanical engineers must be of as high a caliber as the architects, the mechanical contractors as skilled as the builders. And the mechanical plant — as to scheme, space-requirements, proper materials and details, functional completeness, proper control under varying conditions and (above all), intelligent and imaginative adaptation to the special uses and requirements of the building —must receive full consideration from the very inception of the design.

While the subject of this paper deals rather with the *effect* of the mechanical requirements upon *architectural* ideas than with the mechanical plant *per se*, some thought as to the nature of the equipment will help in a clear evaluation of its influence. Briefly, mechanical equipment design may be classified under the following headings:

(a) Heating (and sometimes Snow-Melting).
(b) Ventilation and Air Conditioning Systems.
(c) Automatic Temperature Control Systems.
(d) Plumbing and Drainage.
(e) Water Supply and Purification.
(f) Fire-Protection.
(g) Illumination.
(h) Electric Power and Distribution, Communication Wiring, etc.
(i) Elevators, Escalators, etc.
(j) Noise-Limitation.
(k) Cold-storage or other uses of Refrigeration.
(l) In certain types of buildings, High-Pressure Steam services (e.g., laundries, kitchens, sterilizing, etc.), electric substations, pumping plants, etc.
(m) In unusual cases, electric generating plants, external water-supply or sewage-disposal plants —and the like.

Space

At this point, it may be appropriate to discuss certain generalizations:

The various groups of mechanical "plant" need well-planned machine rooms. Boiler (or steam-meter) rooms, pump rooms, refrigerating-machine and fan rooms, switchboards, house-sewers, water supply and heating mains, air-intake ducts and discharge shafts, elevator machine rooms, cooling towers (and many other such items), need to be so located and arranged as to connect properly with what is *outside* of the building—with each other — and with the interior systems they serve.

All of this equipment requires sufficient space for efficient operation and good maintenance. More and more, most of the physical basement is devoted to garaging or other public or rentable uses, so that other suitable spaces must be found for machine rooms, pipes and ducts.

Even in 1910, the New York City Municipal Building was planned with

(Continued on Page 10)

Air Conditioning . . .

(Continued from Page 9)

its principal "Pipe Cellar" several stories *above* the street; today, a large part of the functional "basement" may be found at various other levels. In natural gas districts, many tall buildings have boiler plants on the roof. Main refrigerating plants are increasingly to be found in penthouses thirty or more stories above the street. And the provision of one or more intermediate floors, devoted entirely to machine and tank rooms, ductwork and piping distribution is quite common in large office buildings, hotels, hospitals, etc.

In an alteration to an existing building, such ideas may be even more important. Space above the main roof may sometimes be the only available space of sufficient size. In some cases, indeed, individual one-floor air conditioning and wiring systems (almost obsolete for new buildings) may often be the best — or even the only — scheme consistent with use of the building during instalaltion.

Equally important is the proper arrangement of vertical shafts — and their locations in the core — to secure good coordination with the horizontal parts of the mechanical equipment. Such particulars must be varied to fit each particular occupancy situation, both as to mechanical and architectural needs. The important point is that enough space, properly located and arranged, must be provided. How and where? That is where imagination, experience, initiative — and real cooperation between the architect and the engineer — are vital.

The mechanical equipment greatly affects the design of the building structure. Machinery imposes weight and vibration loads on columns, beams and girders, and an intelligent compromise can often effect considerable structural saving, without sacrificing either building arrangement or mechanical efficiency. Chimneys, vertical ducts and many pipe lines require framed shafts, anchorage and support; and an understanding approach to structural details will often provide convenient mechanical spaces which otherwise would have projected farther into useful areas.

The use of radiant heating — and the recent development of radiant cooling as an integral part of air conditioning design—require close coordination between the mechanical designer, the illumination expert and the architectural designer of ceiling details and supports.

The very high cost of good air conditioning (both for installation and operation) have put new emphasis on the importance of reducing summer "heat-gains" from heat-conduction through roofs, air-infiltration —and especially from sunshine. And an especially important effect on architectural concepts will flow from the need for efficient yet esthetic outside shading of large glass areas as a factor of ultimate economy.

Quality, Design, Installation, and Maintenance

For really good design —especially as to fan room equipment, air distribution and automatic control—conscientious installation and competent adjustment, maintenance and operation are essential to satisfactory results. The equipment must be able to care for the maximum load requirements that occur often enough to matter (perhaps 100 hours in an average summer). It must be able automatically and dependably to adjust its performance to the desires of the occupants and to the changing demands resulting from varying outside weather, orientation sunshine and wind, varying number of occupants, etc. The proper control of temperature and humidity — and economical operation — requires a combination of well engineered control equipment and intelligent operating personnel. Care and intelligence must also be applied to the maintenance of all equipment; a good air conditioning plant is sufficiently complex and costly to justify an adequate and well paid operating force.

As with everything else in a building program, budgets and economics must be considered. We could assign a good air conditioning system to serve any design of building and any sort of conditions if costs (cost of installation and cost of operation) were no consideration. I have even seen a tropical night club with a roof and no sides but the palm tree grove where customers were adequately air conditioned in spite of the warm and humid Caribbean air!

But the costs do count and heavily —ninety-nine time out of a hundred. So one of the engineer's most important duties is to advise the architect how to plan the building for mechanical economy. At the same time, results must be satisfactory: the occupants must be satisfied, the plant must be durable, it must be easy to operate and maintain and economical to run.

The very first point I would tell any architect is: "*Engage your engineers at the very start of the project.*" Tell them everything you can about the program and about the owner's desires. Require them to fit their ideas into this program — but give careful consideration to every suggestion of theirs that will help their work to be efficient and economical. And give them *time* enough to do a thorough job. Good engineering, especially in an unusual building, requires lots of comparative studies and computations; and nothing is more detrimental than so tight a schedule — or so many major changes late in the schedule — that the engineer must concentrate only on getting through.

To my fellow engineers, I would add: "*Understand just what sort of building is wanted and use your ability and imagination to create what will best fit that building program.*" There are many schemes, many techniques available to you; do not just copy some other and different job, but develop what will best serve this one. And do not be afraid to argue (pleasantly but firmly) with your clients, to secure those physical conditions in the building which will enable you best to serve them. You are an engineer, not merely a draftsman, and you are being paid to apply your judgment, your experience, and —even sometimes — your originality.

Now, let us get down to the concrete. Talking first of how much capacity, only three controllable factors are really important:

(a) Watts of simultaneous lighting, power and office (or other) equipment. Every three and one-half kilowatts is another ton of refrigerating demand.

(b) CFM of outdoor air in hot humid weather beyond what is needed for health and freshness.

(c) Amount of glass through which solar radiation may penetrate.

As to watts, we run into an immediate conflict of interests. High foot-candles, fine diffusion, or dramatic concentrations of light, decorative effects—all of these are desirable.

TYPICAL ANALYSIS, COOLING LOAD OUTSIDE ZONE:

Outdoor Condition, 95° DB, 75° WB,
Indoor Condition, 77° DB, 50% RH.
South Exposure, August mid-day.
(Note: 8:00 A.M. East, 4 P. M. West or October and November.
Noon South, will increase solar inputs about 60%.)
Persons, One per 100 Sq. Ft. (Light Activity).
Electric Usage (Lights, etc.) 5½ Watts/Sq.Ft.
Wall Construction, 12 ft. Fl. to Fl. "U" = 0.3
Ventilation, 0.4 cfm Outside Air/Sq.Ft. (75° to 64° WB)
COMPARISONS: (All for 1 ft. wide x 15 ft. deep Outside Zone)

TABLE ONE:

Percent Glass in Facade		**25**		**50**		**75**
Sens. Load, Conduction, Sing. Glass,		61		122		183
Lat. & Outs. Air Load, BTU/Hr.		275		275		275
" " " Double Glass	* 30		* 61		* 91	
" " " wall, BTU/Hr.		48		32		16
" " Occupants, BTU/Hr.		35		35		35
" " Elec. Equip., "		280		280		280
Total Sens., Excl. Solar	*668	699	*683	744	*698	789
Solar, Unshaded, Plain Glass		306		612		918
" " Double Glass	*276		*552		*827	
" " Ht.-Ret. Glass		224		448		672
" " Glass Block	* 84		*168		*252	
Solar, Inside Blinds, Plain Glass		171		342		513
" " " Double Glass	*147		*294		*440	
" " " Ht.-Ret. Glass		168		346		504
Solar, Outside Shading, Plain Glass		84		168		252

TABLE TWO:

Percent Glass in Facade	**25**	**50**	**75**
CFM/Sq.Ft. (Unshaded) Plain Glass	2.3	3.3	4.5
" " Double Glass	2.1	3.0	3.9
" " Ht. Ret. Glass	2.0	2.8	3.7
" " Glass Block	1.5	1.8	2.1
" (Inside Blinds) Plain Glass	1.9	2.5	3.2
" " " Double Glass	1.7	2.2	2.7
" " " Ht.-Ret. Glass	1.8	2.4	3.1
" (Outside Shading) Plain Glass	1.6	2.0	2.4

TABLE THREE:

Percent Glass in Facade	**25**	**50**	**75**
Tons/1000 Sq. ft. Unshaded Plain Glass	6.00	7.45	9.65
" " " Double Glass	5.30	6.95	8.55
" " " Ht. Ret. Glass	5.15	6.55	7.70
" " " Glass Block	4.25	4.75	5.30
Tons/1000 Sq. ft. Inside Blinds, Plain Glass	4.95	6.05	8.30
" " " " Double Glass	4.60	5.50	6.35
" " " " Ht. Ret. Glass	4.75	5.90	6.60
" " Outside Shading, Plate Glass	4.40	5.15	5.85

Note: A. Figures in Table One marked * based on Conduction for Double Glass.
B. All other figures in Table One based on Conduction for Single Glass.
C. Unit Figure Strip is 1 ft. parallel to wall and window, x 15' perpendicular to wall.
D. Figures in Table One are BTU/Hr. Unit Strip.
E. Figures in Table Two are CFM/Sq.Ft. for Unit Strip (based on "all-air" system with 20° F.T.D.).
F. Figures in Table Three are Tons/1000 Sq.Ft. for South Outside Zone.

But we can ask the illuminating people to develop schemes which secure the results they desire from the least, not the most, watts compatible with results.

And we can do a few stunts in the air conditioning design itself to reduce the tax which lights put on air conditioning costs:

(a) Where much heat is liberated by equipment which could be so enclosed, use hoods or even complete enclosures to divert this heat into separate exhaust systems direct to outdoors. This requires space for such systems.

(b) With luminous ceilings, or recessed light troughs or spotlights in ceilings, a design which utilizes ceiling space as a return air plenum will considerably reduce total supply air quantities and refrigerating demands. This involves edequate space between the ceiling and all beams — also good insulation of supply ducts in such ceilings.

(c) Where other considerations make radiant-cooled metal ceilings worthy of consideration, lighting fixtures can sometimes be directly cooled by the same circulating water system. This will not reduce refrigeration, but will materially reduce air quantities and size of ducts, fans, etc.

Outside air quantities are a matter of judgment. We would consider something more than 1/3 CFM per square foot of floor area the desirable minimum for offices and similar spaces — and for spaces crowded with people, at least 10 or 15 CFM per person. Much more than the minimum is desirable in cool weather — when it may avoid the need for using refrigeration at all. But in Winter, excess outside air wastes fuel and may increase boiler size — while in humid Midsummer weather, every needless 200 to 250 CFM of it requires another ton of refrigeration capacity! So we must ask the architect for air-inlet openings and shafts big enough to supply 100% of outdoor air in Spring and Fall—but *return* air ducts, shafts and discharges large enough for 85 or 90 percent of this, to permit maximum recirculation in Winter and Summer.

Coming now to our third factor, it should be clear that the most prolific way to save on the cost of air conditioning — and still have an adequate, efficient and satisfactory plant —is to keep the windows as small as is otherwise acceptable (even shaded ones conduct at least three times as much heat as equal areas of wall) and more particularly, to *keep the sun out* of the windows—entirely if that is possible, or as nearly so as other considerations will permit. This is a common practice in the tropics, probably because it was even more necessary to do this there during the centuries before air conditioning was developed.

But, for some reason, American habits, municipal building laws in some cases, and the most former architectural concepts of our builders, have until recently accomplished little or nothing of such shading in our large modern air conditional buildings — and a widespread change in this direction could well be recommended to every architect.

Various factors have a bearing on which method of shading to employ:

(a) The old fashioned canvas awning on the outside of the building can do more to reduce cooling demand than a combination of heat-absorbing glass and venetian blinds.

(b) Such awnings can be made still

(Continued on Page 12)

Air Conditioning . . .

(Continued from Page 11)

better by making them light in color on the outside and by providing a ventilating opening at the top of each awning. The light color reflects more of the sun's rays outward; and the ventilation permits hot air accumulating under the awning to escape, instead of increasing heat conduction through the window.

(c) Modern types of ventilating awnings, built of aluminum or plastics, are excellent for this.

(d) Unfortunately, all of these as well as the old fashioned wooden slat shutter outside of the window — also quite effective — have a common defect. They must be adjusted, perhaps at several hundred distinct points in a building; and to do this the windows must be opened and closed. Because of this nuisance, all of these "old" methods have largely fallen into disuse.

(e) On orientations where the sun is quite high in the sky (in the Northern hemisphere, the south facade), projecting balconies or cornices can be arranged to do as effective a job as any sort of awning. However, this method of shading is less useful on easterly exposures, and almost useless on westerly exposures — because the solar heat radiation is greatest on a west window late in the afternoon when the sun, low in the sky, can shine in under the awning.

(f) For these directions, the best shading methods are fixed or movable metal or concrete jalousies, several feet out from the building (which introduces a support problem unless projecting vertical fins are used for this purpose), or else various schemes of vertical louvres, either fixed a little way out from the windows or pivoted so that their angulation can be adjusted automatically, if desired, to the changing direction of the sun's rays.

(g) The latter method is especially valuable on exposures somewhat to the south of true east or west; the spaces between such louvres should then look northward rather than southward.

(h) An interesting — and if well handled, very attractive — method of shading is the use of brick or other fretwork, set vertically, a moderate distance out from the windows. Some very excellent examples are in recent work of Edward Stone. These can be designed to give a good percentage of shading and at the some time serve as a main architectural motif.

An interesting corollary is that where a building can be long and narrow in plan, it will pay to arrange for the principal facades to face north and south. North requires no shading or very little. South is architecturally easy to shade; and west, the most serious shading problem, has little area. Sometimes even this can be eliminated by locating the core—possibly with a blank wall — at the west end.

Regardless of the type of glass or shading, the effects of window size, *per se*, may be rendered more graphic, perhaps, by considering a building with about 250,000 net square feet of usable floor area — with typical construction and 40 percent windows. This might require about 1,000 tons of air conditioning. Such a plant might add about $1,800,000 to the total construction cost — of which about $1,400,000 or less would be

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New Decade-What's Ahead in Housing?

By ARTHUR S. GOLDMAN

Director of Marketing

House and Home

From every quarter of our economy come forecasts of an unprecedented prosperity for the next few years. But not all commentators have ventured to sight ahead for ten years. And few are as able to pinpoint activity in a special field of construction as is the author of this article. . . . Mr. Goldman is Director of Marketing, House and Home Magazine; and his conclusions relative to the "Stupendous Sixties" were presented originally before the 11th Exposition of the Air-Conditioning and Refrigeration Institute last fall at Atlantic City, N. J. . . . The article published here is only a portion of Mr. Goldman's discussion. But it contains material that should be of pointed significance to Florida's architects. And of even more importance, it suggests an attitude toward the development of our future which could well be taken to heart by every element of our construction industry.

Despite such perennial problems as tight money and land price inflation, 1960 is due for the second biggest year since World War II. 1960 dollar volume will be off only 4.2 percent from that of 1959.

1960's volume of new housing should total about $17.5-billion ($16.5-billion private and $750-million public)—$775-million less than 1959's postwar high, but almost $2-billion more than the biggest previous postwar year, 1955. Bigger and better houses, not inflation, will be the prime reason for 1960's high volume.

Continued prosperity will bolster housing demand throughout 1960. Incomes will be at new highs. Attitudes will be confident. And there will be enough buyers and renters to afford the available houses and apartments. Here are some signs that point to a healthy demand:

1...Vacancies in single-family houses for sale are still low — 1.2 percent of all home-owner units in the second quarter of 1959. That's only three-tenths of a percentage point higher than in 1950, despite the vast volume of building since then.

2...A bigger percentage of households will have an income of $5000 and over, thus be able to buy a new house. In 1960 non-farm households will increase by more than 900,000, but households with income over $5000 are likely to increase by more than a million.

3...At least 300,000 housing units will be removed from the market — abandoned, converted to other uses or demolished in urban renewal and highway programs.

Public — including military — housing starts will continue to fall off. Government-built housing will account for 30,000 new units in 1960 — 5,000 less than 1959 and 37,900 less than in 1958. Local public housing will lose ground despite a backlog of more than 100,000 units. These units are under subsidy contract with the federal government, but building contracts have not been let on them because of site selection problems and other local difficulties. Military housing — which has made up 26 to 53 percent of all public housing — will drop too. Probable total is 8,000 units — 20 percent less than 1959 and mostly in single-family houses.

Private apartment building will probably hit a postwar peak. New apartments (structures for three or more families) may account for 250,000 units. That will be 10,000 more than 1959 and almost 80,000 more than any other postwar year. It will also be 20 percent of all 1960 private starts — the highest proportion of apartments since the depression. America is currently spending more money to build more apartments than America spent and built at the peak of the boom in 1950. If the new apartments are attractive enough, the boom could go on for years, because:

1...Some 45-million more people have crowded into 192 metropolitan areas since 1929. But the housing industry has been so busy building houses that it has hardly built enough new apartments to keep up with apartment demolitions and conversions to business use.

2...The market for apartments will grow even faster than the market for houses, because from now to 1970 the number of younger families and the number of older families will increase even faster than the number of families in the house-buying age bracket between 35 and 55. Apartments are the natural habitat of young couples before they can afford to buy a good house and older couples after they no longer need a house.

3...Land prices are so inflated that fewer and fewer families can afford the land cost of single-family houses close in.

4...More than half of today's apartments need to be replaced or completely rebuilt between now and 1970 — because in 1970's much richer America no one will want to live in them. The new housing census found that one-fifth of today's apartments are either dilapidated or lack a private inside bath. And nearly half the remainder are antiquated units priced for the dwindling minority of very poor families (less than 17 percent today, less than 10 percent by 1970) who cannot afford to pay more than $60 a month for a home.

If the new apartments built are good enough and merchandising is

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New Decade...

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good enough, the market can easily absorb 300,000 new apartments year after year. If not, this boom can fizzle out as fast as the last one.

(Mr. Goldman spoke of the vital need for a new concept of value and quality in the design, construction and equipment of houses and apartments. He made the point that of all possessions Americans enjoy today, none was so comparatively obsolete as American housing. And to illustrate the speed with which changes are re-making American life — to produce a virtually new world in the next two decades — he referred to his "stage-prop aunt" . . . .)

My aunt is 92 — and one thing is sure. Our physical world has changed more since my aunt was born than it has changed all the time since Christ was born in Bethlehem. When she was born, houses were still lighted with candles or whale oil lamps — we didn't have kerosene then and the gaslit era hadn't begun.

When aunt was born there wasn't a house in the United States with central heat. When she was born it was only 12 years since President Fillmore brought back to the White House the bathtub President Jackson had thrown out. My recollection is that it was still against the law to take a bath in Philadelphia between November 1 and April 1; and in my aunt's house in New York City, there wasn't enough water pressure in the city mains to have a bathroom on the second floor!

My aunt is 92. In case you're curious, I'm 53. Most of the changes my aunt has seen have come since I was born. As a matter of fact, one of the few reasons I'm reconciled to being 53 is that I can still remember, and remember clearly, a world that is gone with the wind.

I can remember a world without automobiles, without airplanes and a world without radio — for in those days we didn't even have a marconi. The first time my aunt went to Europe, they shot off rockets and Roman candles to let people on shore know what liner had crossed the ocean safely. I can remember a world almost without telephones, almost without electricity, a world that had no paved streets outside the big cities.

I remember a world when you couldn't be sure of keeping fresh meat in the icebox over a long weekend. I remember a world where the only labor-saving device Auntie had was an immigrant girl who was paid six dollars a month! I remember a world where the average family's purchasing power in constant dollars was less than a quarter of what it is today.

The world has changed a lot since I was a little boy. It has changed faster and faster. It is changing this year faster than in any year past. It will change more between now and 1980 — which is another way of saying it will change more during the life of most of the housing mortgages being written today than it has changed in the 53 years since I was born or the 92 years since my aunt was born. By 1980 our world today will seem as queer and quaint as the carless, radioless, planeless, paved-streetless world of 1900 seems today.

How many of us are thinking and planning and working for the wonderful world that lies ahead? How many of us are still planning for tomorrow as if tomorrow should be like today?

Message from The President



Protection for Investors

By JOHN STETSON, AIA
President
Florida Association of Architects

For many years now, there has been close cooperation between the Associated General Contractors and the Florida Association of Architects. Other groups have joined us along the way to combine forces in forming what is now known as the Joint Co-operative Council of Florida. Your President has served on this committee and Council almost since its inception. Problems of organization, differences of opinion and idea and, on occasion, statewide programs have been met and conquered. During the last several years the matter of a State Building Code has often been discussed.

At the last annual convention of the F.A.A. a resolution was submitted, and later referred to the F.A.A. Board of Directors, which stated: "*Now, therefore, be it resolved by this Convention, that the policy of the Florida Association of Architects now is to proceed with all due dispatch with steps necessary, as seems best, to secure adoption of a building code which will protect the unincorporated areas of the State.*" To this I would have added in place of "unincorporated areas," *all areas not now having a building code at least equal to the Southern Standard Code.*

A man seeking a haircut in a barber shop is better protected by the laws of this state than is an investor either buying a building or having one constructed in over 75 percent of the State's area. In many locales, the local politicians write the code as they feel is necessary. In some areas a building permit is issued only as a source of income to the local political subdivision. I would estimate — and feel safe in so doing — that in over 65 percent of the incorporated areas of the State now issuing building permits no duplicate set of plans is required for permit application (one remaining in the building inspector's file and one being required to remain on the job during construction); that no building code is recognized or that the so-called building department has no qualified personnel to issue permits; and that the local political subdivision fails to collect the occupational license it should from the man who drew the plans.

We have a state law which limits the practice of architecture. Because of this, every licensed architect is forced to pay an occupational license to operate in a given area. Yet the vast majority of the buildings constructed in the State today bear no architect's seal or name. Who draws them, and how many hundreds of thousands of dollars are lost to cities and counties, as well as the state, because of failure to collect occupational taxes from men depriving their government of this source of income? Not only do they avoid carrying their share of the tax burden, but they also endanger the life and limb of thousands of Floridians annually. We are cursed by nature with occupying one of nature's most turbulent hurricane producing areas. Why are the unqualified permitted to continue in the practice of designing what is tantamount to a hurricane shelter?

To get back to the building code, there are several questions I would like to ask the State Legislature. Floridians spend more on building construction each year than on gasoline, whiskey, gambling, automobiles, hotel and apartment rentals, workmen's compensation, inter-state commerce — possibly anything you could name excepting food. Yet John Doe can spend his life savings on a home built just outside of an incorporated area and not one law protects him against faulty construction, poor design or bad materials. Why Mr. Legislator? Why, Joint Cooperative Council? Don't you think it time we did something to regulate this industry in the areas with little or no control?

Granted major populous areas have building codes; but what two are similar? Certainly, some areas have adopted the Southern Standard Code with certain changes and qualifications. These latter two items are as varied as faces in a subway. Why must we have ump-teen different codes? Oh, part of the State is hurricane free! Where? I've lived in the state my entire life, and my father before me. Just as North and South Carolina, Long Island and the New England coast are hurricane free, so is the entire State of Florida.

It should not be impossible to enact a minimum state code to serve as a basis for all city and county codes in the more progressive areas. From time to time, and as new materials are developed, revisions could be made. A state-wide building codes committee invested with the power to act could not only maintain law and order, but could keep the codes

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CERTIFICATE OF CONTRACT COMPLETION — ARCHITECT

I CERTIFY: That the work under the above named contract has been satisfactorily completed under the terms of the contract; that the project is recommended for occupancy by the owning agency; that the contractor has submitted satisfactory evidence that he has paid all labor, materials and other charges against the project in accordance with the terms of the contract.

	Date	Days
Contract Date		
Contractor Notified to Proceed		
Days Allowed by Contract		
Extensions Granted by C. O.		
Total Days Allowable		
Work Began		
Project substantially completed		
Days to Complete		
Underrun		
Overrun		

By: ______________________________

____
Title Date

CERTIFICATE OF ACCEPTANCE BY OWNING AGENCY OR AGENCIES

THIS IS TO CERTIFY: That to the best of my knowledge and belief the statements made in the contractor's affidavit and the architect's certificate have been satisfactorily completed under the terms of the contract.

AGENCY: ______________________________

By: ______________________________

____
Title Date

CERTIFICATE OF CONTRACT COMPLETION — CONTRACTOR

PROJECT: ______________________________

CONTRACTOR: ______________________________

CONTRACT FOR: ______________________________

CONTRACT DATE: ______________ TOTAL AMOUNT: ______________

CONTRACTOR'S AFFIDAVIT

I solemnly swear (or affirm): That the work under the above named contract and all amendments thereto has been satisfactorily completed; that all amounts payable for materials, labor and other charges against the project have been paid; that no liens have been attached against the project; that no suits are pending by reason of work on the project under the contract; that all Workmen's Compensation claims are covered by Workmen's Compensation insurance as required by law; and that all public liability claims are covered by insurance.

CONTRACTOR:

______________________________(Seal)

Title: ______________________________

Date: ______________________________

STATE OF
COUNTY OF

Personally appeared before me this ______________ day of ______________

______________________________, known (or made known) to me to be the

______________ ______________ ______________ of
(Owner) (Partner) (Corporate Officer - Title)

______________________________, Contractor(s),

who, being by me duly sworn, subscribed to the foregoing affidavit in my presence.

____
Notary Public
(Type Name)

Air Conditioning . . .

(Continued from Page 12)

in the air conditioning contract itself, $200,000 in electrical work, and about the same in the general contract—and about $110,000 per annum to the operating and maintenance costs, including labor, but not fixed charges.

Reducing the windows to 25 percent of the facades would reduce the maximum air conditioning demand to about 900 tons. This should reduce the initial investment to about $1,250,000, and the per annum cost, operation and maintenance, to about $95,000. *Complete* solar shading, even without reducing the size of windows, would reduce the air conditioning plant to 800 tons, simplify its zoning and therefore its unit cost. The initial investment might approximate $1,050,000, a saving of about 30 percent—and the per annum cost should be about $85,000, a saving of over 20 percent.

For multi-story building in which peripheral unit systems are desirable and economical, an important budgetary consideration is the provision, at the outside walls, of suitable spaces for vertical distribution of "primary" air and secondary water. It has been our experience that horizontal distribution of these services on each floor (from central shafts) will add a quite appreciable percentage to installation costs. When such buildings become very large and high (e.g., the new Chase-Manhattan Bank Building in N.Y.C.), many practical advantages, including a large saving, can be realized by subdividing the entire mechanical plant — refrigerating machines as well as fan rooms and duct systems — into several practically independent plants, each serving a vertical half, third, or fourth of the entire building. Such schemes requiring "intermediate floors" with large air intakes and special framing can profoundly affect the entire architectural treatment.

A recent idea valuable on a south facade especially is to incline windows, top outward as in an airport control tower, thus reducing the effective cross-section perpendicular to the sun's rays. In a detailed study of this scheme, based upon various combinations of glass types and angles of inclination — vertical windows, windows at various specified angles of inclination outward, plain glass unshaded, or plain glass with inside venetian blinds — it was assumed that the interior would be 20° cooler than outdoors; and the heat-transmission was included, as well as the solar radiation entering through the glass. The heat-transmission is approximately 22 BTU's/hr/sq.ft. whether or not the sun hits the glass and is not affected by the inclination.

(a) With the usual vertical window, south exposure, and clear glass, solar radiation would add about 120 per cent to the summation of all other sensible-heat loads, including people and lights — and a corresponding amount to the CFM of conditioned air that must be supplied.

(b) Since the refrigerating tonnage (as distinguished from the air quantity) includes also the outdoor air and latent loads, the solar radiation on these windows would add about 80 per cent to the tonnage required for this outside zone (not for the whole building).

(c) The quantities were worked out for vertical glass 6 feet high. The study showed that, in mid-August, a

window inclined outward, approximately 20°, unshaded, will only admit one-half as much solar radiation per square foot of glass, as a shaded vertical window — and a window inclined outward at 30° only about one-fourth! Such inclined windows should none-the-less be provided with venetian blinds. These would not be important in mid-Summer, but will become important during October as the sun goes lower.

Deliberately, I have until now said nothing about cooling or heating by direct electrical means such as passing a current through the junction of two dissimilar metals embedded in walls, ceilings, etc. Such methods — known in theory for a long time — have recently received a certain amount of newspaper notoriety. They have been demonstrated; they work, but, at present, at a very high price. Turned directly into heat, one kilowatt-hour of electric energy can deliver 3415 B.T.U. Used to drive a refrigerating plant, one kilowatt-hour may do 12,000 B.T.U. of cooling effect. In the present "state of the art," one kilowatt-hour used in thermo-electric cooling might accomplish a few hundred, or at most one thousand, B.T.U. of cooling. It may well be many decades before this process attains adequate commercial efficiency.

Solar heating has real interest for residences and other low buildings, but it is questionable whether enough energy can ever be gathered in this way to operate air-conditioning equipment for a large building. A very favorable estimate of solar heat that might be trapped by equipment on an entire roof would be an average of 100 B.T.U./sq. ft. throughout daylight hours if the sun stays out. If all of this could be efficiently used in an absorption refrigerating plant, it might provide adequate air conditioning for slightly more than one floor of the same area.

We may now summarize some of the effects that the advancing art of air-conditioning may be expected to exert on architectural concepts:

(a) The Architect and the Engineer must think of each other not so much as employer and employee, but as members of a team, working together in the development of the basic concepts of the building as well as in its final planning and details.

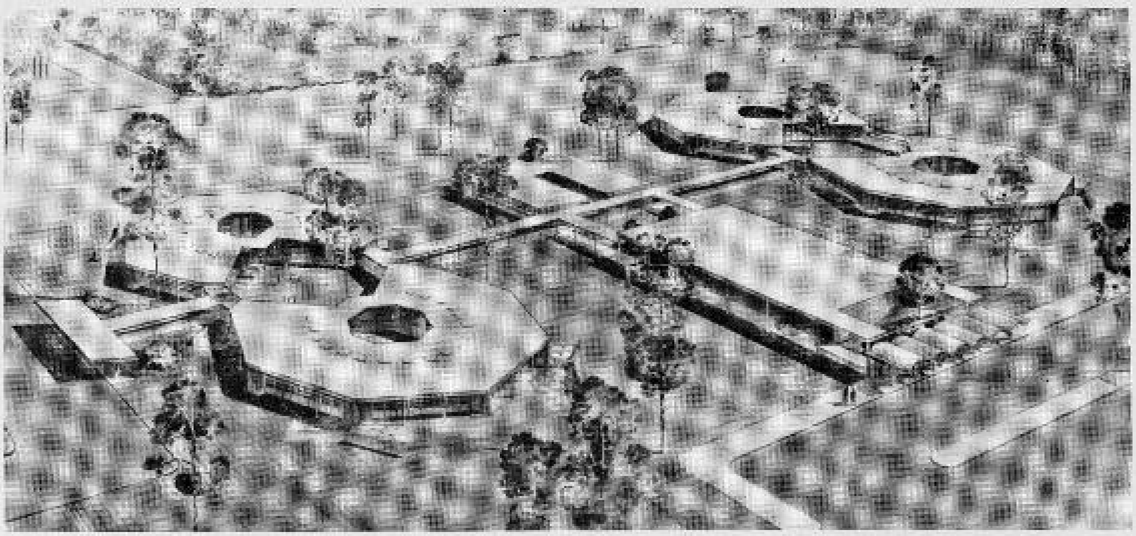
(b) The building must provide proper spaces in the right places for well-designed mechanical and electrical equipment thoughtfully adapted to its needs.

(c) This includes not only machine-rooms with all their adjuncts — main shafts for ducts and pipes, etc. — but equally, schemes of outside walls and windows, roofs, ceilings, floors, etc., integrated with the mechanical services.

(d) The orientation and design of facades play an important role in determining the capacity, cost and efficiency of air-conditioning systems, therefor.

(e) The engineer's viewpoint must play a real part in helping to determine outside treatment, fenestration, schemes for solar shading, projecting ribs or fins, balconies, banks of horizontal or vertical louvres — and other such features that will profoundly affect the appearance and construction of the building.

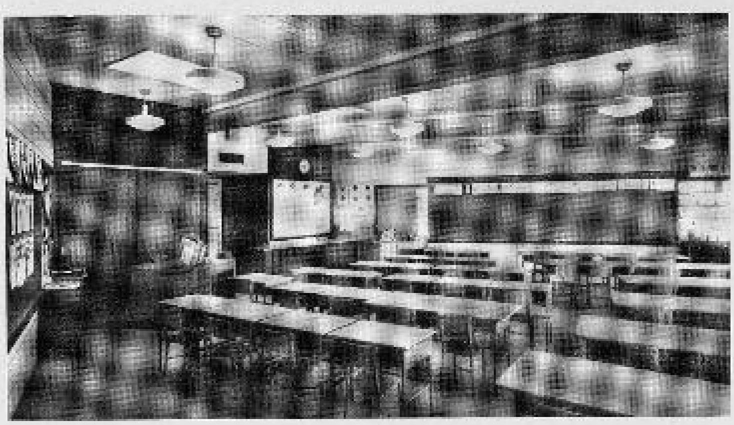
(f) We may expect — for years to come — the same flux and development in such matters as has in the past followed each major new influence in architecture.



Award-winning Englewood Elementary School, Orlando, James E. Windham, III, Architect.

National Citation for Two Florida Schools





At the national convention of the American Association of School Administrators, to be held in Atlantic City, N.J. February 13 through 17, three Florida architects will receive citations for design excellence of recently completed public schools. One is James E. Windham, III, Orlando, whose Englewood Elementary School is shown here. The others are Bolton McBride and William R. Frizzell, both of Ft. Meyers, who were associated in the design of the Lee Junior High School in Ft. Myers.

These two schools were among 22 which were selected from a gallery of 210 projects as being worthy of special recognition. The citations were given on an overall basis of excellence, in which degree of educational efficiency, functional planning relationships, adaptability for community use and future expansion, site utilization and development, handling of structural and design materials, provision for interior comfort conditioning and construction cost were all involved.

The two award winning schools will be fully presented in a later issue of *The Florida Architect*. They were selected by a jury composed of three AIA architects and three educators.

News & Notes

Insurance Survey . . .

As reported in the December, 1959, issue, a questionnaire has been developed to survey insurance needs of FAA members. The form, with a covering letter, was mailed to both corporate and associate members the week of January 18 by Clifford F. Gould, FAA Insurance Consultant.

Information requested in the questionnaire is necessary before any plan for group insurance or any recommendations for any type of group insurance can be formulated by Mr. Gould. Thus all members are urged to complete the forms as soon as possible and return them to Mr. Gould at the address noted on his covering letter. This will save the FAA's Insurance Consultant both time and effort in developing recommendations for adequate insurance coverage. And it will also save the FAA the expense of issuing additional forms to those not replying to this first one.



NEW FIRM — Robert E. Hansen and Joseph T. Romano have announced association with Robert B. Sullan and Jorgen G. Hansen to form the new firm of Hansen, Romano, Sullan and Hansen. Headquarters office will be at the Ft. Lauderdale address maintained by Robert E. Hansen since 1939. Another office in Pompano Beach will be operated by Joseph T. Romano. Pictured here are the principals of the new firm in the same left to right sequence as in the firm's name.

Expanding Horizons — San Francisco in April

What promises to be one of the very best annual conventions in all AIA history is scheduled for April 18 to 22 at San Francisco, with headquarters at the Mark Hopkins Hotel. Theme is "Expanding Horizons"; and under that general subject architects will explore the trend of the country's political, economic, technological and philosophical developments as these relate to the profession's responsibilities for shaping human environment.

Top personalities will highlight the trends — among them J. Robert Oppenheimer, Cyril Northcott Parkinson, Morton Gabriel White and Wendell Bell — and their observations will be related to architecture by panels of outstanding architects. Other convention activities include a tour through San Francisco and the Bay's outstanding houses, an

"open house" party at the city's historic Jackson Square and participation in the annual Black and White Symphony Ball.

This 1960 convention is the second in the AIA's recent history to have been developed and programmed largely by an AIA chapter, rather than the Institute's headquarters staff. Last year's meeting at New Orleans was substantially influenced by recommendations of the New Orleans Chapter. This year, both theme and program were originated by a committee of the Northern California Chapter. The New Orleans meeting provided a number of innovations to the traditional pattern of AIA conventions. Judging from advance data now available, the San Francisco meeting will be equally as novel, provocative and memorable.

Personal . . .

CARL A. VOLMER and EARL J. DRAEGER, both members of the Florida Central Chapter, have announced formation of a partnership with offices at 2032 Hillview Street, Sarasota.

In Jacksonville, JAMES O. KEMP, of the Jacksonville Chapter, has opened an office for independent practice at 1456 June Street, Jacksonville 7.

Due to inaccurate information received prior to publication of the January issue, OGDEN K. HOUSTON, JR., was erroneously listed as the 1960 Secretary of the Florida South Chapter. We are glad to correct the error here. The Florida South Chapter Secretary for 1960 is THEODORE GOTTFRIED, 844 Biscayne Blvd., Miami 38.

DAVID A. LEETE announces a change in his office address from 2030 So. Peninsula Drive to 116 Seabreeze Blvd., Daytona Beach.

In Tampa the firm of PULLARA, BOWEN AND WATSON, Architects and Engineers has been dissolved as such. However, activities will be continued under the new firm name of PULLARA AND WATSON, Architects and Engineers. Headquarters of the firm will remain the same.

AIA Board Acts on Retained Percentage

For some time past the AIA Board has been considering, at the urgent requests of other building industry groups, a policy attitude toward retained percentages on private work.

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News & Notes

(Continued from Page 25)

Both the AGC and the National Joint Cooperative Committee, AIA-AGC, have consistently urged that this policy be formulated as similar to that now prevailing for public work. For some reason, the AIA Board has not accepted this recommendation until its meeting at Portland, Oregon, last fall. At that time the Board re-considered the matter and decided to reverse its stand.

Accordingly a new policy statement was issued *"encouraging an expansion to private works, wherever possible, of such retained percentage procedures as now prevail on Federal public works. Such retained percentages would be at the rate of 10 percent until 50 percent of the job is completed, after which there shall be no additional retainage, provided that the work has proceeded to the satisfaction of the Architect and/or the Owner."*

It has been widely recognized by most elements of the construction industry that retainages higher than this have worked hardships — sometimes severe ones — on both general and specialty contractors. The custom of high retainages has, in the aggregate, effectively frozen millions in construction funds and has many times forced contractors to borrow heavily at high rates to complete jobs satisfactorily. In cases where such conditions were anticipated, this has served to increase the job bid or cost. In other cases it has resulted in drastic reduction of the contractor's anticipated profit.

CSI Convention . . .

The Fourth Annual Convention of the Construction Specifications Institute will be held April 25 to 27, 1960, at Rickey's Studio Inn, Palo Alto, California. More than 300 delegates are expected to attend from the Institute's 40 chapters and more than 5000 members. Convention hosts will be the San Francisco Chapter, CSI, of which Leonard M. Tivol, architect, is president.

The CSI has grown rapidly in Florida with three chapters now active in Miami, Jacksonville and Tampa. The Miami Chapter has almost completed its first major project—a completely new topical outline for architectural specifications.

President's Message . . .

Continued from Page 17)

up - to - date. How would this be financed? I would like to have the difference that could be realized by the State each year in the costs of this operation and the occupational license payments of those tax dodgers who could be flushed from their back room drafting boards, not to mention the many unlicensed builders and sub-contractors.

Can you imagine the Florida Bar Association permitting "do-it-yourself" legal kits being sold through newspaper advertising, or the Florida Medical Association permitting the unlicensed practitioners to diagnose or treat patients? Yet hundreds of thousands of men, women and children live in homes, work in buildings and worship in churches so sub-standard in construction that even a gale wind would endanger their lives. Who would be responsible should disaster occur? The political subdivisions permit this construction, no laws control the designer or the builder. So how would a judge with the wisdom of Solomon properly place the blame? It's time we did something.

ADVERTISERS' INDEX

Triple Play for the Future-
Project to Blight to Slums

You need only ride the Sunshine Parkway from Miami to Fort Lauderdale to get some idea of how tragically our fast-dwindling Florida landscape is being desecrated. Stretching north from Miami and south from Fort Lauderdale are now scores upon scores of little stock-plan houses. On either side of the Parkway — almost as far as the eye can see in some areas — the pastel walls of depressing mediocrity are taking over. Hardly more than a year ago this was hammock land, grazing land, open country with vistas typical of the unique south-Florida landscape. At the present rate of building it will be hardly more than another year until this unconscienceable dreariness will completely hedge in the openness of the Parkway on both sides.

Tract after tract is being spawned. And tract after tract is distinguished only by the same row-after-row monotony, the same type of cheek-by-jowl crowding, the same sort of "organization-man" layout, the same concept of quicky development dollars, the same callous disregard of what future decay this very sameness will engender. The spreading picture is more than depressing. In it lie the seeds of a vast future slum — when maintenance is sloughed off, when values fall, when tax sales mount, when a growing number of foreclosures mean resale to successively lower income groups.

Unfortunately such projects are not confined to this Parkway area. You can see their counterpart in every section of the State. And for every new realty development millionaire they are creating, the future will return a hundred individual tragedies to saddle the fringes of our towns and cities with creeping, sprawling blight and to bring new problems of slum clearance and suburban rehabilitation.

Must this be so? Must Florida communities continue to allow development practices that for thirty years have plagued older cities? Why is it necessary to permit the same disregard of good planning, good design, good investment that have brought on such dreary suburbs as the row houses in Queens, New York, and as the muddle of slums which are now being expensively cleaned out of Baltimore, Philadelphia, Detroit and Boston — to name only a few? Must history so repeat itself as to actually sanction the implantation of civic cancers instead of demanding practical measures to prevent their occurrence and inhibit their growth?

To agree would be to deny that we are at all able to shape our own civic destinies — or to admit that our community ideals are so limited we condone the near-sighted ineptitudes that are now being perpetrated.

Certainly something can be done! Something can be done with zoning — with zoning on a regional, community-collaboration basis. Something can be done through community standards of land-use developed as a result of thoughtfully considered ordinances. Something can be done by better methods of pre-qualifying those who wish to develop housing projects and demanding assurances that standards will be maintained.

But even these are not enough, desirable as they are. What is really needed is a new attitude toward the development of our communities and the solution of their growing problems. We need imaginative boldness. Who is to say that a few high-rise apartments set with community facilities in the center of an open, beautifully landscaped park could not bring as many facilities, the same living economies — and even the same pride of ownership — to its inhabitants as thirty acres of the standardized, monotonous and cheerless mediocrity which now characterize the row-lined, haphazard sprawl of single-dwelling suburbia?

More important, who will now show the foresight, the courage, the wisdom and the initiative to recognize the evils of our present civic patterns and take vigorous action toward their betterment?

—Roger W. Sherman, AIA.

Skip chills and ills...

MOVE UP TO MODERN OIL HOME HEATING

THE FERNALDS SAY...

"Oil heating a 'must'... economical, too."

Mr. Fernald says, "Central oil heating is a 'must' in our home. It is economical, too. It's great to relax in controlled warmth instead of huddling in just one warm spot in the house."

☆ ☆ ☆

Are you still trying to get by with costly, makeshift "spot" heating in your home? It's so unnecessary. You can enjoy clean, modern oil heating and *save money*. Oil is *by far* your cheapest home heating fuel. Safest and most dependable, too. You can use oil for home heating only without paying a premium price. And you can install a compact, attractive oil heating unit now with little or NO CASH DOWN—terms to 36 months or longer.



Mr. and Mrs. Edward A. Fernald live at 4100 14th Avenue, West Bradenton. Here young Gary Fernald and his mother enjoy the comfort of their attractive oil-heated home.

See your oil heating dealer for home heating survey and cost estimate. It's free—no obligation.

MR. ARCHITECT:

Folks all over Florida sing the praises of oil home heating in newspaper ads like this one. You won't find any resistance when you recommend safe, economical, efficient, dependable oil heating in the homes you design! If you need any information on central automatically-controlled oil heating systems we will be glad to provide it. Write or visit us at Buildorama, DuPont Plaza Center, Miami.

FLORIDA HOME HEATING INSTITUTE

News & Notes

Board Names Time for 1960 Meetings

At its December 5th meeting at Gainesville the FAA Board selected the following dates and locations for its 1960 regular meetings: January 23—Fort Lauderdale area; March 26—Tallahassee area; July 23—Daytona Beach area; September 24—Tampa-Clearwater area. No specific headquarters were named by the Board, the thought being that these would be worked out in detail by the AIA Chapters which, presumably, will be acting as local hosts during the Board's visit to each area.

This schedule means the Board will meet at least five times during 1960. A meeting immediately preceding the FAA's annual convention is required by FAA By-Laws. This will be held November 9, 1960, at the Hollywood Beach Hotel which has been officially named as the site for the 1960 convention.

In another important action, the Board voted an appropriation of $2,000 for defraying expenses of an informational P/R effort to help promote development of a new building for the College of Architecture and Fine Arts. Material will be prepared under the direction of Edward G. Grafton as FAA Public Relations Committee chairman who will work with Clinton Gamble as chairman of the FAA's special committee on the new building.

New FAA Stationery

After the New Year, the FAA will sport new stationery—and each FAA member will carry a membership card—designed by a student of the U/F College of Architecture and Fine Arts. A sketch problem for both letterhead and membership card was held December 4; and results were judged by the entire FAA Board of Directors acting as a competition jury Saturday noon, December 5. Selections were made by the numerical voting system; and the first prize went to Kenneth Stanton, the second to David Shouse. Stanton's designs are now being processed for FAA use.

The student competition involved a first prize award of 25 and a second award of $15.

New Office Address for The Florida Architect

As of January 1, 1960, the FAA's Official Journal, *The Florida Architect*, will have a new address to which all correspondence should be sent. It will be 7225 S.W. 82nd Court, Miami 43, Florida. Telephone number of the new office will be MOhawk 5-5032. Mail will, of course, be forwarded from the old address; but the new address should be used from now on for all communications relative to editorial material, advertising and circulation matters, the latter including changes of addresses of those receiving the publication.

The magazine's new publishing headquarters was established as a result of the FAA's action relating to its continued publication taken at the FAA Board meeting held at Gainesville, December 5, 1959. At that time it was unanimously voted that all publishing operations would be conducted by the FAA's former Executive Director, Roger W. Sherman, AIA, as an activity separate from that of the FAA's administrative office. As editor-publisher, Sherman will work with an FAA Publication Committee, chairmanned by Clinton Gamble, Fort Lauderdale, and including Roy M. Pooley, Jr., Jacksonville, Robert H. Levison, Clearwater, Hugh J. Leitch, Pensacola, and William A. Stewart, Gainesville.

The FAA's administrative office will continue operations at 414F Dupont Plaza Center, Miami 32. Currently, office affairs will be in charge of the FAA's Administrative Secretary. The office phone number is FRanklin 1-8253.

CORRECTION

On page 20 of the December, 1959, issue of The Florida Architect, the address and phone number of the Bradenton Stone Co. were incorrect. We are glad to print the correct ones here: P. O. Box 256; Phone 4-1044. We are sorry indeed for any inconvenience this error may have caused.

Tile Design Award ...

(Continued from Page 6)

This design-award program of the TCAA was initiated to encourage wider and more imaginative employment of tile in architectural design. The award is given annually to an architect resident in the state selected as the site of the TCAA's annual convention. This year's program is being developed jointly by an award committee of the TCAA and a committee from the FAA which includes Robert E. Boardman, W. Mayberry Lee and Taylor Hardwick, all of the Jacksonville Chapter. This committee will also act as the jury screening all competition entries. The final jury will include architects Boardman and Lee in addition to the president of the TCAA.

As now planned, the presentation program will include a special feature for architects during the afternoon of May 11 culminating in a cocktail party from 4:00 to 5:00 to which, presumably, architects are invited. The TCAA convention headquarters will be in Jacksonville's Robert Meyer Hotel.

ADVERTISERS' INDEX

United Effort Can Reach The Goal

In just sixteen months the 1961 Florida State Legislature will convene in Tallahassee. During its sixty-day session, Appropriations Committees of both legislative houses will list all expenditures planned for the ensuing biennium. Legislators will vote on this listing; and when the 1961 Appropriations Bill has been passed, the State of Florida will have a rigid budget for disbursing its income until a new Appropriations Bill is fashioned and passed in 1963.

So the hour is late. To members of Florida's construction industry it is later than most think. Right now projects are being planned for inclusion in the 1961 appropriations schedule. If funds for the vitally needed building for the U/F College of Architecture and Fine Arts are to be included, action toward that end must be started *now*. And efforts toward that end must be vigorous, all-inclusive and unremitting — until Florida's new Governor finally signs the Appropriations Bill into law.

The urgent necessity for this building has been clearly evident for many, many years. But fulfillment of the need has been repeatedly passed over. This must not happen again. Legislators must be made to realize the vital urgency involved. They must be made to realize the alternative if they fail to act upon this urgency. And it is up to every element of the construction industry to see that this is accomplished — and that *adequate*, not merely minimum, funds are appropriated for use at the earliest possible time.

Here are some of the facts legislators should know:

1 . . . Since 1949 — ten years — the College has been housed in temporary wooden shacks scattered about the campus — shacks which are now in a disgraceful state of disrepair, and deterioration.

2 . . . The College of Architecture and Fine Arts ranks high among major centers of education in the art and science of construction. Yet it is the only major unit of the University of Florida which has been subjected to a complete and callous neglect of its instructional facilities.

3 . . . Because of its shamefully inadequate quarters, the College is in real danger of losing approval by the National Architectural Accrediting Board. If this should happen — and it may well take place in 1961 if the near-future does not forecast betterment of existing conditions — educational standards and opportunities in Florida would suffer a disgraceful and embarassing setback.

4 . . . Appropriation was made by the 1957 Legislature; but no construction funds were released during the biennium. In 1959 the appropriation was rejected even though the needed buildings had been accorded a top priority by the University. However, some planning funds have since been allocated by the Board of Control. Plans are now nearing completion.

5 . . . The building has been visioned as caring for the educational needs of every segment of Florida's construction industry. Not only the architectural profession will be served; but instructional departments will also include facilities for the interior design and landscape architecture professions as well as those for the technical training of students slated for the fields of general contracting and home building. Thus, every phase of our State's huge and growing industry has a stake in the early development of this project.

Because this is all true, every individual who earns his living and sees his future in Florida's building has a direct concern with the realization of this project. Combined, the various elements of construction in our State bulk up to a grouping and a dollar-volume that are now as great as any other segment of Florida's economy — not excepting tourism or agriculture.

So, from every important viewpoint — educationally, regionally, economically and even politically — Florida's legislators have good reason to close ranks and insist that Appropriations Committees include, in 1961 Bills, non-revokable recommendations for funds covering a construction industries building for the U/F campus.

The only question relative to such recommendations is the overall amount of the appropriation now required.

This should be set at a minimum of $2,500,000. This is a million more than was sought from the 1955 and 1957 Legislatures. The former sum of $1.5-million had been determined on a basis that visioned a progressive building program. Since then building costs have risen. So have instructional needs of the College. Present studies indicate that the former sum requested would provide a net usable area of only 56,000 sq. ft. and would force continued use of three existing temporary buildings. The larger sum would care for the increased cost factor; and it would also provide about 91,000 sq. ft. of net usable area now needed to avoid continued use of the temporary shacks now housing college activities.

This is the goal. Helping to reach it is the duty and the high privilege of every member of Florida's construction industry — be he architect, contractor, home builder, material supplier, equipment manufacturer, financier or building owner. — — ROGER W. SHERMAN, AIA.

ROBCO



● We have been appointed distributors for a product which we believe offers very wide possibilities for creative new design. It is called VitriNeer — an architectural ceramic veneer manufactured by The Robinson Brick and Tile Company of Denver, Colorado.

● VitriNeer units are made of dense, high-fired ceramic clay, face-glazed in fourteen matt-surface, non-fading colors. Units measure 12 by 16 inches, with a uniform thickness of three-eighths of an inch. They are light in weight, strong, permanent and easy to install.

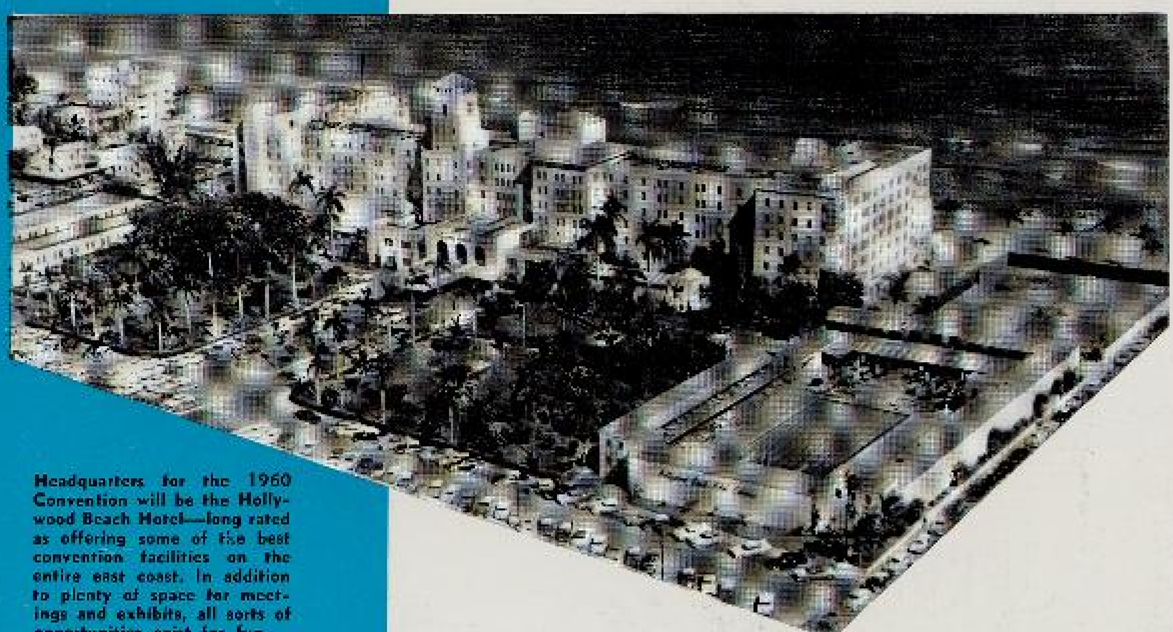
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FAA

. . . The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Architecture for Our Climate" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD